

**Remarks**

Applicant appreciates the opportunity to supplement the remarks presented in the Office Action Response dated December 29, 2005, which are fully incorporated herein. New claims 23-31 are dependent claims that further characterize the invention set forth in independent claim 17. Therefore each of the new claims 23-31 is believed to be patentable over the cited references for the reasons set forth in connection with independent claim 17. More specifically, the proposed combination of references is improper because the cited references are incompatible, teach away from each other, and the proposed combination would frustrate the purpose of the primary '504 reference. Moreover, the Office Action failed to present evidence of motivation for combining the references and the proposed combination would fail to correspond to at least the claimed computer-driven web-linking engine adapted to use a color matching criterion.

New claims 23-31 further characterize aspects of the claimed computer-driven web-linking engine adapted to use a color matching criterion, which are not taught by the cited references. The subject matter of these new claims is further discussed at page 5, line 23-page 6, line 24, of the instant Specification; therefore, the amendment does not introduce new matter.

In view of the remarks above, Applicant believes that the application is in condition for allowance. Should there be any remaining issues that could be readily addressed over the telephone, the Examiner is encouraged to contact the undersigned at (651) 686-6633.

Respectfully submitted,

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